Rep Order# EC'd Yes 7880876

Ver# (15) Mod# 4

Status Confirmed

Traffic Order# 23692

Printed: 09/13/2 09/12/2012 1:32 PM 09/13/2012 12:48 PM

Showing Buylines: All Lines

Last Received:

1 of 4

Buyer Product Phone# Estimate# Station KSL-TV SALT LAKE CITY
Advertiser () NRCC-NATL REPUB CONG TRACEY ROBINSON NRCC IE 2012

> Flight Dates Agency C/P1/P2/E () NATIONAL MEDIA RESEARCH PLANNING Rep Firm 815 SLATERS LANE Sales Office ALEXANDRIA, VA 22314 /P1/P2/E 155/426/2597 09/07/2012 - 09/13/2012

Agency

Hiatus Weeks

Sales Office (Salesperson (

Salesperson Phone# Salesperson FAX#) WASHINGTON) JAMIE ANDRUS 202-872-1155

- CONTRACT COMMENT -

Fax#

ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT 217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES.

17 F Rating: 3.8	13 M,W Rating: 2.8	12 F Rating: 2.8	11 SU Rating: 1.2	7 M,W Rating: 2.8	6 F Rating: 2.8	2 M,W Rating: 2.8	Ln Day F 1 F Rating: 2.8
α	-TH	ω	2	HI	ω	HT	0 A 0 V 1
KSL 5 NWS AT 6	KSI 5 NWS AT 5 Buyline Comment: 1/DAY	KSL 5 NWS AT 5	MEET PRESS-SUN	TODAY SHW Buyline Comment: 1/DAY, 2/DAY TH	TODAY SHW	KSL 5 NW TDY 2 Buyline Comment: 1/DAY, 2/DAY W	Program KSL 5 NW TDY 2
6 P- 630P	52-530P	5P-530P	8A-9A	7A-8A	7A-8A	6A-7A	Time
:30	:30	:30	: 30	:30	:30	: 30	:30
09/07-09/07	09/10-09/13	09/07-09/07	09/09-09/09	09/10-09/13	09/07-09/07	09/10-09/13	Dates 0 09/07-09/07
1	w	ч	н	et.	Н	44	Spots/Week
\$500.00	\$400.00	\$400.00	\$150.00	\$450.00	\$450.00	\$200.00	Rate Rate S200.00
1	ω	ц	н	44	н	4.	Total Spots

tation KSL-TV SALTLAKE CITY roduct () NRCC-NATL REPUB CONG reduct NRCCC IE 2012 stimate# 2597 uyer Day Program	Rep Order# EC'd Yes	7880876 Ver# 15 Mod# 4	Status Confirmed	Traffic Order# 23692 SI	3692 Last Showing B	92 Prin Last Received: 09/ Showing Buylines: All Lines	ited: 12/2012 1	09/13/2012 12:48 PM :32 PM		2 of 4
wyer None# AX# Day Program M.W-TH KSL 5 NWS AT 6 ting: 3.8 Buyline Comment: 1/DAY SA KSL 5 NWS AT 6 ting: 3.0 F GAME NIGHT LIVE ting: 3.0 Buyline Comment: 1/DAY SA GAME NIGHT LIVE ting: 3.0 Buyline Comment: 1/DAY SA GAME NIGHT LIVE ting: 3.0 Buyline Comment: 1/DAY SA GAME NIGHT LIVE ting: 3.0 Buyline Comment: 1/DAY SA GAME NIGHT LIVE ting: 3.4 WHO STANDAM NIGHT LIVE SA SA GAME NIGHT LIVE TING: 3.4 SA GAME NIGHT LIVE SA SA GAME NIGHT LIVE SA SA SA SA SA SA SA SA SA S	<u>, </u>	L-TV SALT LAKE CITY () NRCC-NATL REPUB CONG NRCC IE 2012	(815 SI ALEX	() NATIONAL MEDIA RESEARCH PLANNING 815 SLATERS LANE ALEXANDRIA, VA 22314	DIA RESEARO 14		Rep Firm Sales Office (Salesperson () WASHINGTON) JAMIE ANDRUS	TON DRUS	
Day Program RSL 5 NWS A ting: 3.8 SA KSL 5 NWS A ting: 2.4 F GAME NIGHT ting: 3.0 M.W-TH KSL 5 NWS-6 ting: 3.0 Buyline Comment: GAME NIGHT ting: 3.0 Buyline Comment: Thing: 3.0 Buyline Comment: SA GAME NIGHT ting: 3.0 Buyline Comment: M.W-TH M.W-TH MSL 5 NWS-6 Thing: 3.0 SO NBC SUN-FTB ting: 8.5 KSL 5 NWS-1 F KSL 5 NWS-1	***	TRACEY ROBINSON	Flight Dates Hiatus Weeks	09/07/2012 - 09/13/2012	9/13/2012		Salesperson Phone# Salesperson FAX#	ıe# 202-872-1155 #	1155	
M,W-TH KSL 5 NWS A ting: 3.8 SA KSL 5 NWS A ting: 2.4 F GAME NIGHT ting: 3.0 M,W-TH KSL 5 NWS-6 ting: 3.0 Buyline Comment: KSL 5 NWS-6 M,W-TH KSL 5 NWS-1 F GAME NIGHT ting: 4.9 F GRIMM-NBC ting: 4.9 SU NBC SUN-FTB ting: 8.5 KSL 5 NWS-1		Program		Time	Len	Dates	tods	Spots/Week	Rate	Total Spots
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ting: 2.4 F GAME NIGHT ting: 3.0 F GAME NIGHT ting: 3.0 Buyline Comment: SA GAME NIGHT ting: 0.8 F GRIMM-NBC ting: 4.9 ting: 4.9 ting: 3.4 SU NBC SUN-FTB ting: 8.5 KSL 5 NWS-1 F KSL 5 NWS-1										
ting: 3.0 M, W-TH KSL 5 NWS-6 ting: 3.0 Buyline Comment: SA GAME NIGHT F GRIMM-NBC F Ling: 4.9 F DATELNE FR- ting: 3.4 SU KSL S NWS-1 F KSL 5 NWS-1		5 NWS AT		6P-630P	:30	09/08-09/08	н		\$225.00	Н
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Buyline Comment: SA GAME NIGHT ting: 0.8 F GRIMM-NBC ting: 4.9 F DATELNE FR- ting: 3.4 SU NBC SUN-FTB ting: 8.5 ting: 8.5 KSL NFL EDI ting: 6.7		KSL 5		630P-7P	:30	09/10-09/13	ω		\$400.00	ω
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ting: 4.9 F DATELNE ting: 3.4 SU NBC SUN- ting: 8.5 ting: 8.5 ting: 6.7 KSL NFL	28 SA Rating: 0.8			630P-7P	: 30	09/08-09/08	Ъ		\$125.00	Н
ting: 3.4 SU NBC SUN- ting: 8.5 ting: 8.5 ting: 6.7 E KSL 5 NP		GRIMM-NBC		ਰ6 – ਰੇ 8	: 30	09/07-09/07	н		\$1,400.00	Ь
SU NBC SUN- ting: 8.5 SU KSL NFL ting: 6.7		DATELNE FR-NBC		9P-10P	: 30	09/07-09/07	4		\$1,100.00	н
SU KSL NFL ting: 6.7				615P-930P	:30	09/09-09/09	4		\$3,500.00	Ľ
F KSL 5	ting:			930P-10¤	: 30	09/09-09/09	0		\$800.00	0
)) H ₁	KSL 5 NWS-10		10P-1035P	:30	09/07-09/07	н		\$1,800.00	н

Rating: 7.3

	EC'd Yes	Rep Order#
		7880876
		Ver#
		15
		Mod# 4
		Ver# 15 Mod# 4 Status Confirmed
Showing Buylines: All Lines	Last Received: 0	Traffic Order# 23692
Lines	09/12/2012 1:32 PM	Printed:
	2 1:32 PM	09/13/2012 12:48 PM
		3 of 4

47 SA LO SVU Rating: 4.4	46 SA GRIMM Rating: 4.4	45 SU NEWS/NFL EDITION Rating: 4.4	44 SU NEWS Rating: 4.4	43 F NEWS Rating: 4.4	42 F TONITE SHW-NBC Rating: 3.4	41 SU SPORTS BEAT SU Rating: 4.4	39 M,W TONITE SHW-NBC Rating: 3.4	34 M,W-TH KSL 5 NWS-10 Rating: 7.3 Buyline Comment: 1/DAY	Day Program	Station KSL-TV SALT LAKE CITY Advertiser () NRCC-NATL REPUB CONG Product NRCC IE 2012 Estimate# 2597 Buyer TRACEY ROBINSON Phone# Fax#
										Agency () P 815 SLA: 815 SLA: ALEXAN Agency C/P1/P2/E Flight Dates Hiatus Weeks
9P-10P	7P-8P	4P-430P	411-d01	9A-10A	1035P-1137P	1035P-1105P	1035P-1137P	10P-1035P	Time	() NATIONAL MEDIA RESEARCH PLANNING 815 SLATERS LANE 815 SLATERS LANE ALEXANDRIA, VA 22314 IP1/P2/E 155/426/2597 tes 09/07/2012 - 09/13/2012 eeks
:30	:30	:30	:30	:30	:30	: 30	: 30	: ! 30	Len	DIA RESEARC 14 7 9/13/2012
09/08-09/08	09/08-09/08	09/09-09/09	09/09-09/09	09/07-09/07	09/07-09/07	09/09-09/09	09/10-09/12	09/10-09/13	Dates	
Ч	Н	H	بر	N	н	H	N	ωį	a	Rep Firm Sales Office (Salesperson (Salesperson Phone# Salesperson FAX#
								ω 	Spots/Week	one#
\$350.00	\$350.00	\$150.00	\$1,800.00	\$225.00	\$550.00	\$475.00	\$550.00	\$1,800.00	Rate) WASHINGTON) JAMIE ANDRUS 202-872-1155
н	4	Н	н	Ю	در	н	N	ω	Total Spots	

-REPORT TOTALS-Report Totals: 42 / \$27,375.00

Station VST	Rep Order# 7880876 EC'd Yes
WITH THIS WE IS WELL TO WITH THE COMME	
4	# 1
	5 Mod# 4
	Ver# 15 Mod# 4 Status Confirmed
	Traffic Order# 23692 Pri Last Received: 09, Showing Buylines: All Lines
	Printed: 09/13/2012 12:48 PM Last Received: 09/12/2012 1:32 PM ing Buylines: All Lines

4 of

Demos RA35+	Books null	Market Totals \$91,250	Lines not sent/rcld/rtrn: 0 / \$0.00COMPETITIVE	Sales Totals: 42 / \$27,375.00 Station Totals: 42 / \$27,375.00	Fax# Sep 12: 42 / \$27,375.00		Station KSL-TV SALT LAKE CITY Advertiser () NRCC-NAIL REPUB CONG Product NRCC IE 2012 Festimates# 2507
	KUCW 0%	CABL 0%				Agency Cr 17 Flight Dates Hiatus Weeks	Agency (81: AL
	KUTV 0%	KJZZ 0%				133/426/239/ 09/07/2012 - 09/13/2012 3	Agency () NATIONAL MEDI 815 SLATERS LANE ALEXANDRIA, VA 22314
	UNKN	X O F				- 09/13/2012	Agency () NATIONAL MEDIA RESEARCH PLANNING Rep Firm 815 SLATERS LANE Sales Office ALEXANDRIA, VA 22314 Salesperson
	70%	30%				01 Q1	PLANNING B
		KSTU 0%			,	Salesperson Phone# 202-872-1155 Salesperson FAX#	Rep Firm Sales Office (Salesperson (
		KTVX 0%				202-872-1155) WASHINGTON) JAMIE ANDRUS